Email For Advocacy and Community Organizing:
Basics, Essentials, and Best Practices

Democracy In Action:
Create an Email Message

Email Blast - New Blast

▶ Click on the "Email" tab on the top

▶ Click on the "Create a New Email Blast" button

| Your List | Email | Reports | Website | Templates | Configuration |

Email Blast
- ➪ Send an Email Blast
- ➪ All Blasts
- ➪ Reply Manager
- ➪ Email Filters
- ➪ Email Summary
- ➪ Detailed Email Reports
- ➪ All emails
- ➪ Email Triggers

Email Jobs
- ➪ Create Email Blast Job
- ➪ List all Email Jobs

Import Data
- ➪ Import Supporter List
- ➪ Your Import Status
- ➪ Upload request details

Last Modified
- ➪ Email blast:4
- ➪ Email blast:4
- ➪ Permission:7
- ➪ Permission:6
- ➪ Permission:5
- ➪ Permission:4
- ➪ Permission:3

Email Blast Wizard

Create a new Email Blast

Our featured element, the standard Email Blast has many editing, targeting, and repo ng capabilities.

[Create a New Email Blast--->]

Start a New Blast

Complete an existing email blast

[:2006-03-09 19:24:18::New ▼] [Go!]

Text Only Email Blast

- ● Useful for small quick messages, and for targeting people who discard or ignore HTML emails
- ● With Text Only Emails, there is no way to track email open rates and

[Create a New Text Email Blast--->]

Email Blast - Choose Type

▶ Select "Use an Email Template"

▶ Select the email.dwt template

▶ Click on the "Continue" button

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Step 1: Choose Type **Step 2:** Edit Content **Step 3:** Targeting **Step 4:** Options **Step 5:** Preview and Send

Create a blank email

Create your own email from scratch. This is the most common option people use for their first email.

Continue -->

OR Use Previous Blast:

Use a previous email to create this email from. This does not resend the old email, it just copies the content over.

Select Blast ▼   Continue -->

OR Use an Email template

Manage Templates

email.dwt

Create Email from Template

```
<html>
<head>
<meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
<title>Sir No Sir Updates</title>
<style>
th,td,p{   font-family:  Arial, Helvetica, sans-serif;   font-size: 12px; font-weight: normal; color: #000
```

Continue -->

Email Blast - HTML Email

▶ Start by adding your HTML content to the email blast

▶ Click on the edit link in the HTML template

▶ The WYSIWYG (What You See Is What You Get) HTML editor will appear

ASPIRATION

BETTER TOOLS FOR A BETTER WORLD

Email Blast - WYSIWYG

►Add and edit text inside the WYSIWYG editor

- Click on the chain icon to create a hyperlink
- Click on the tree icon to add or edit an image
- Use other standard icons for formatting

►When finished click the "Update Content" button

Click Update When Done

Click Tree for Images

edit

Update Content   Merge fields/Dynamic data

—Styles—   Paragraph   —Font family—   —Font size—

Click Chain to make link

Title Goes Here

Text Here

Sample Image
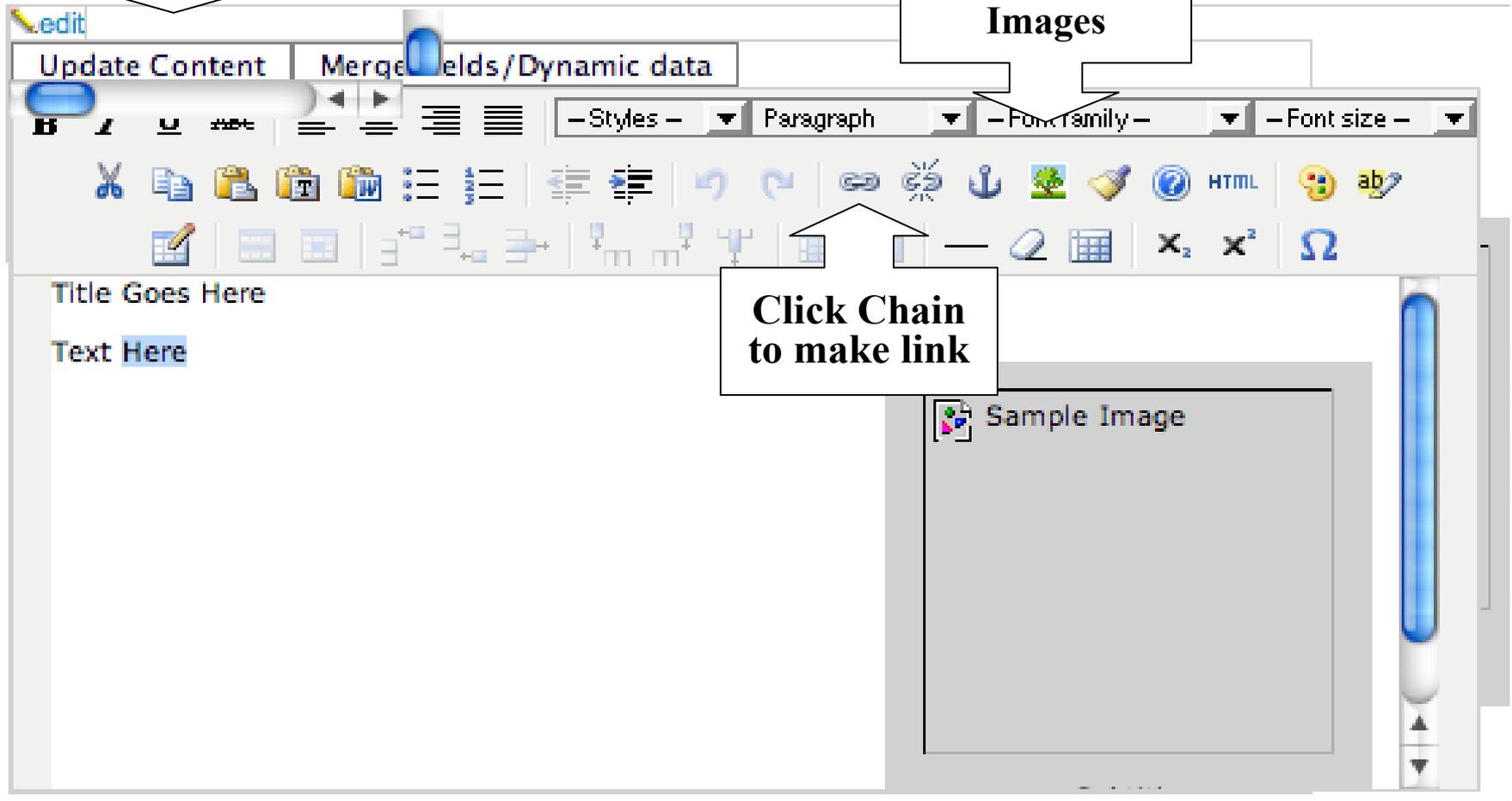
Email Blast - Edit Content

► Add a Reference Name that you will use to keep track of this blast

► Give the message a subject

► Fill out the plain text content of the email

► Click the "Save and Continue" Button under the text box

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Step 1:
Choose Type   **Step 2:**
Edit Content   Step 3:
Targeting   Step 4:
Options   Step 5:
Preview
and Send

Edit Content

Reference Name: My First Blast   ← Name to find email latter

This name will be used only in the system for reporting and reference purposes.

Subject: Take Action Now   ← Email Subject

Text Content

For people who cannot read HTML emails
Open Text merge field

Dear Friend,

Now is the time to act. Tell your...................   ← Text Message Here

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End Of Section

▶Questions?

▶Comments?

Thank You!

Community Technology Foundation of California

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